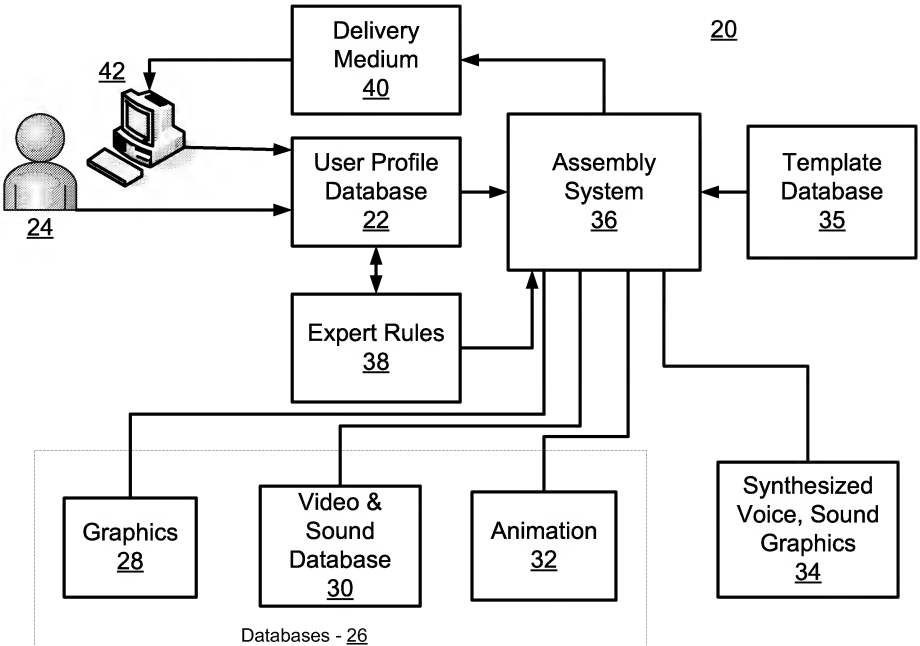
20
Delivery Medium 40
42
User Profile Database 22
24
Assembly System 36
Template Database 35
Expert Rules 38
Graphics 28
Video & Sound Database 30
Animation 32
Synthesized Voice, Sound Graphics 34
Databases - 26

Fig. 1

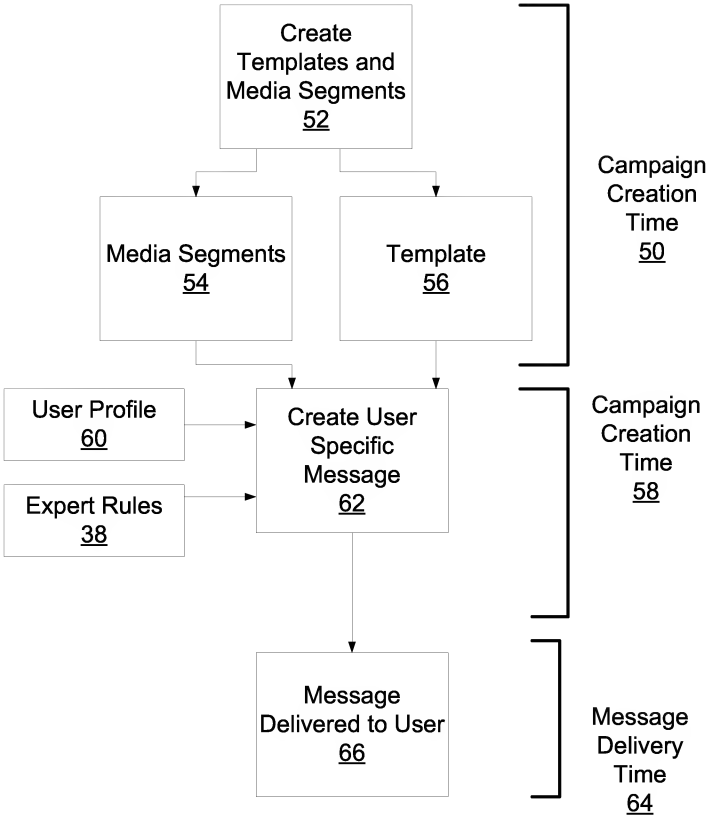
Create Templates and Media Segments 52
Media Segments 54
Template 56
Campaign Creation Time 50
User Profile 60
Expert Rules 38
Create User Specific Message 62
Campaign Creation Time 58
Message Delivered to User 66
Message Delivery Time 64

Fig. 2

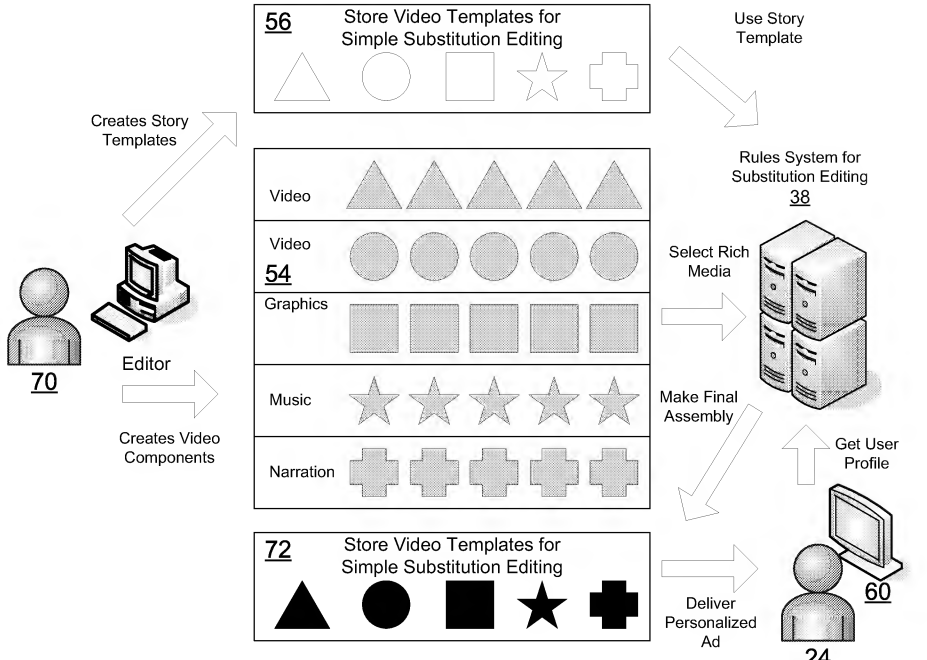
56
Store Video Templates for Simple Substitution Editing
Use Story Template
Creates Story Templates
Rules System for Substitution Editing
38
Video
Video
54
Graphics
Music
Narration
Select Rich Media
70
Editor
Creates Video Components
Make Final Assembly
Get User Profile
72
Store Video Templates for Simple Substitution Editing
Deliver Personalized Ad
60
24

Fig. 3

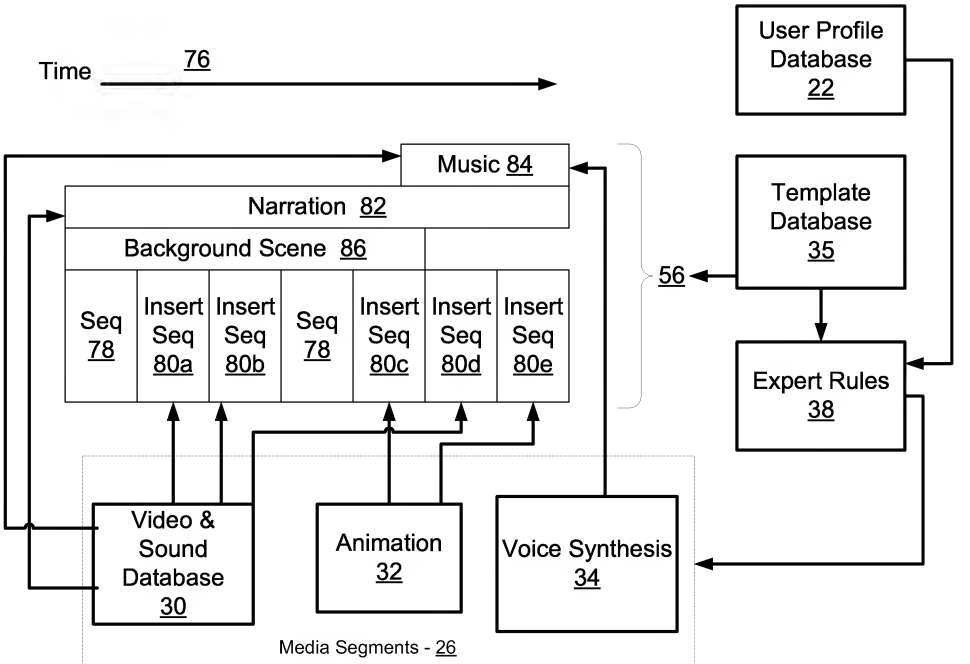
Time
76
User Profile Database 22
Music 84
Narration 82
Background Scene 86
Seq 78
Insert Seq 80a
Insert Seq 80b
Seq 78
Insert Seq 80c
Insert Seq 80d
Insert Seq 80e
56
Template Database 35
Expert Rules 38
Video & Sound Database 30
Animation 32
Voice Synthesis 34
Media Segments - 26

Fig. 4

REPLACEMENT SHEET

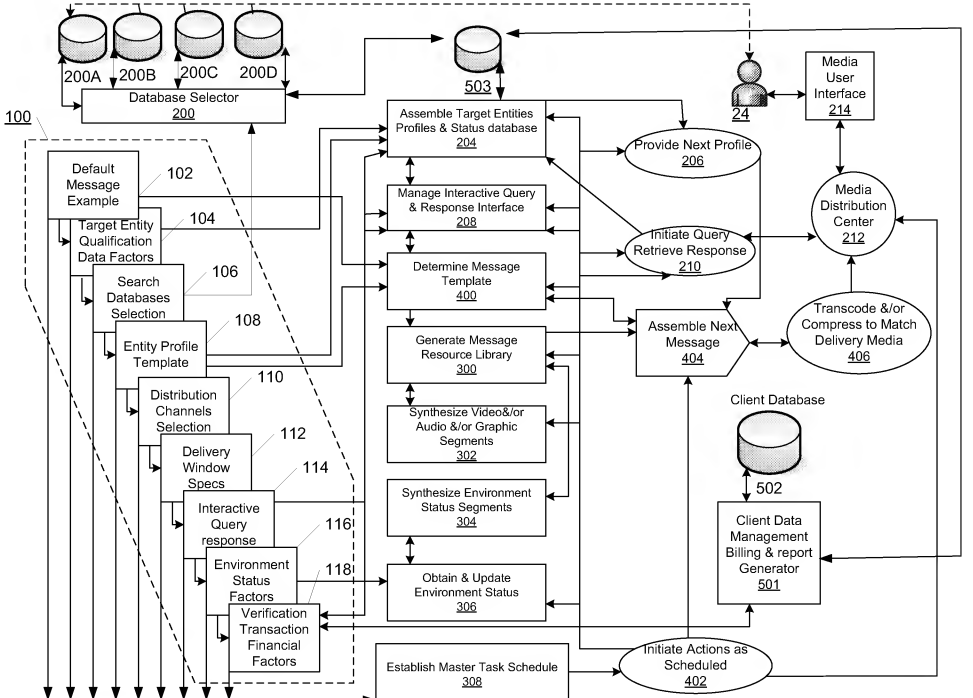

Fig. 5

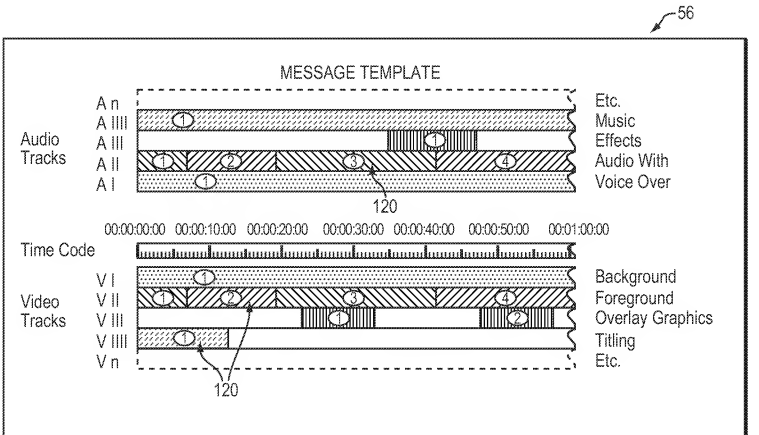
56
MESSAGE TEMPLATE
A n
A IIII
A III
A II
A I
Audio Tracks
Etc.
Music
Effects
Audio With Voice Over
120
00:00:00:00
00:00:10:00
00:00:20:00
00:00:30:00
00:00:40:00
00:00:50:00
00:01:00:00
Time Code
V I
V II
V III
V IIII
V n
Video Tracks
Background
Foreground
Overlay Graphics
Titling
Etc.
120

FIG. 6

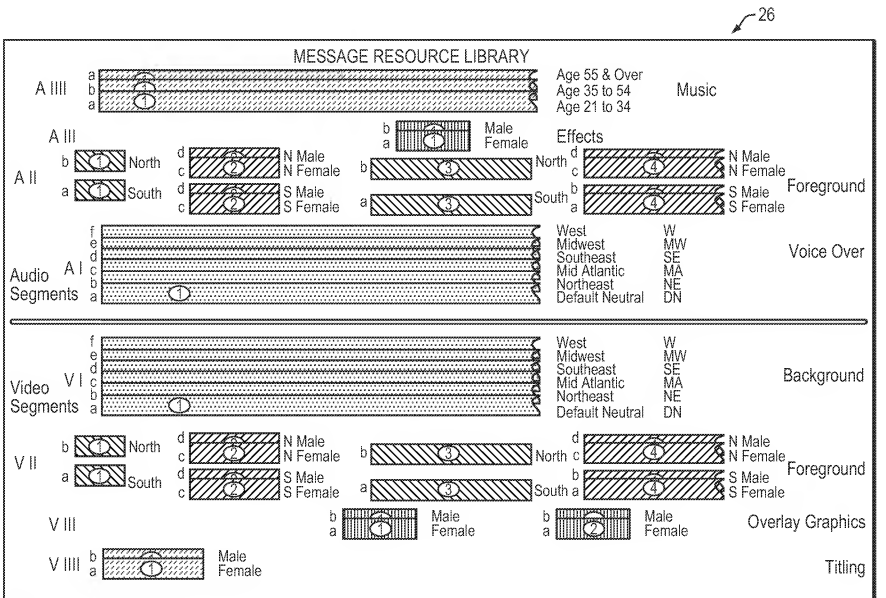
26
MESSAGE RESOURCE LIBRARY
A IIII
Age 55 & Over
Age 35 to 54
Age 21 to 34
Music
A III
Male
Female
Effects
A II
North
South
N Male
N Female
S Male
S Female
Foreground
Audio Segments
A I
West
Midwest
Southeast
Mid Atlantic
Northeast
Default Neutral
W
MW
SE
MA
NE
DN
Voice Over
Video Segments
V I
Background
V II
V III
Overlay Graphics
V IIII
Titling

FIG. 7

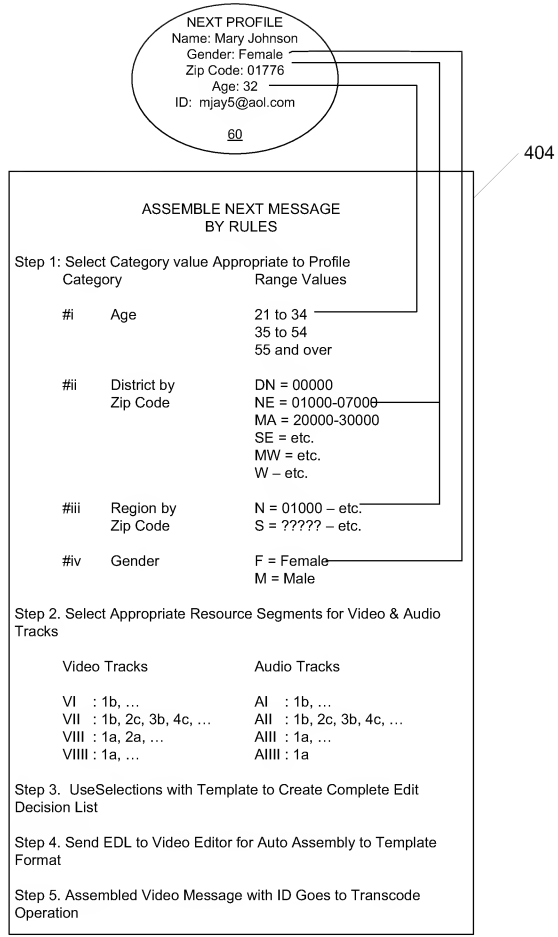
NEXT PROFILE
Name: Mary Johnson
Gender: Female
Zip Code: 01776
Age: 32
ID: mjay5@aol.com
60
404
ASSEMBLE NEXT MESSAGE
BY RULES
Step 1: Select Category value Appropriate to Profile
Category
Range Values
#i
Age
21 to 34
35 to 54
55 and over
#ii
District by
Zip Code
DN = 00000
NE = 01000-07000
MA = 20000-30000
SE = etc.
MW = etc.
W – etc.
#iii
Region by
Zip Code
N = 01000 – etc.
S = ????? – etc.
#iv
Gender
F = Female
M = Male
Step 2. Select Appropriate Resource Segments for Video & Audio Tracks
Video Tracks
Audio Tracks
VI : 1b, …
VII : 1b, 2c, 3b, 4c, …
VIII : 1a, 2a, …
VIIII : 1a, …
AI : 1b, …
AII : 1b, 2c, 3b, 4c, …
AIII : 1a, …
AIIII : 1a
Step 3. UseSelections with Template to Create Complete Edit Decision List
Step 4. Send EDL to Video Editor for Auto Assembly to Template Format
Step 5. Assembled Video Message with ID Goes to Transcode Operation

Fig. 8

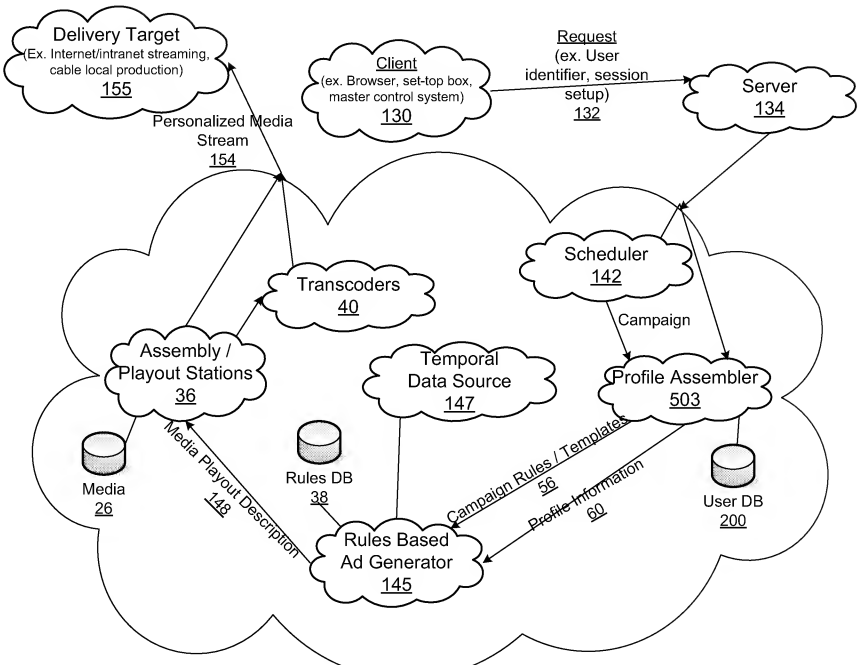
Delivery Target
(Ex. Internet/intranet streaming, cable local production)
155
Client
(ex. Browser, set-top box, master control system)
130
Request
(ex. User identifier, session setup)
132
Server
134
Personalized Media Stream
154
Scheduler
142
Transcoders
40
Campaign
Assembly / Playout Stations
36
Temporal Data Source
147
Profile Assembler
503
Media
26
Media Playout Description
148
Rules DB
38
Campaign Rules / Templates
56
Profile Information
60
User DB
200
Rules Based Ad Generator
145

Fig. 9

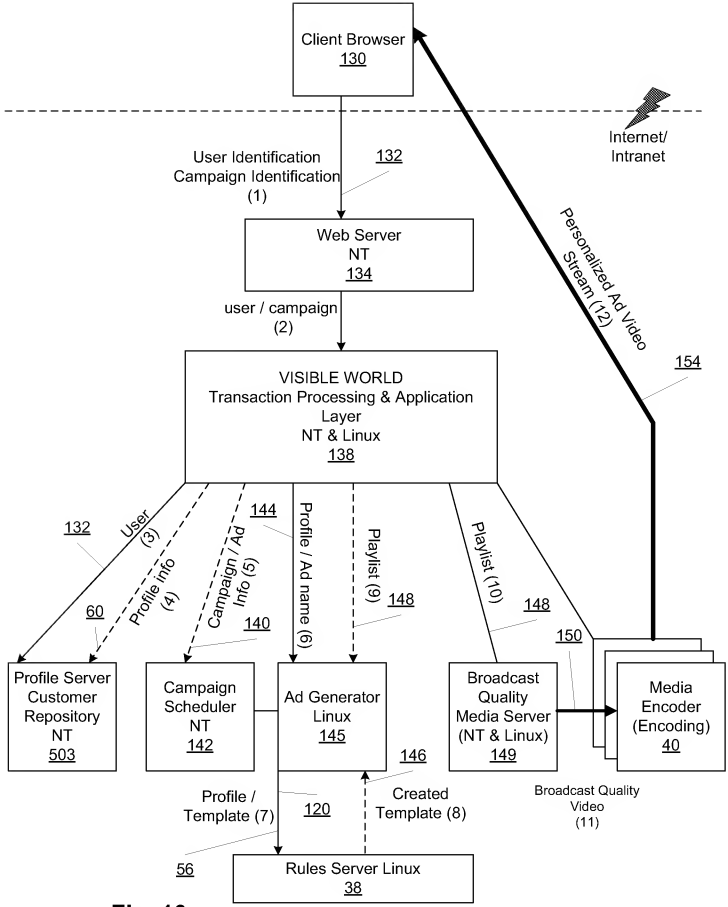
Client Browser
130
Internet/
Intranet
User Identification
Campaign Identification
(1)
132
Web Server
NT
134
user / campaign
(2)
Personalized Ad Video
Stream (12)
154
VISIBLE WORLD
Transaction Processing & Application
Layer
NT & Linux
138
132
User
(3)
Profile Info
(4)
60
Campaign / Ad
Info (5)
140
144
Profile / Ad name (6)
Playlist (9)
148
Playlist (10)
148
150
Profile Server
Customer
Repository
NT
503
Campaign
Scheduler
NT
142
Ad Generator
Linux
145
Broadcast
Quality
Media Server
(NT & Linux)
149
Media
Encoder
(Encoding)
40
146
Profile /
Template (7)
120
Created
Template (8)
Broadcast Quality
Video
(11)
56
Rules Server Linux
38

Fig. 10